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## EMOTIONAL REACTIONS OF INBOUND TOURISTS TOWARDS SOUVENIRS IN CAPE COAST, GHANA

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### Abstract

Souvenirs are tangible reminders of the experiences of tourists and hence an important component of the tourist product despite their centrality to tourists' experiences. Generally, there have been empirical studies on tourists' attitudes toward souvenirs. A few studies on souvenirs have concentrated on the cognitive aspect while neglecting the affective and conative components of attitudes toward souvenirs. The research used a cross-sectional survey and collected data from 387 international tourists using a questionnaire. Data was analyzed using descriptive statistics. The emotional reactions of tourists were measured using mean scores and standard deviations. Findings from the study revealed that respondents had positive emotions towards the souvenirs they purchased. It was recommended that Organizations like the Centre for National Culture and Aid to Artisans Ghana should periodically organize workshops and on-the-job training for local artisans to enhance their skills to help revive and inculcate extinct designs in the production of souvenirs.

**Keywords:** souvenirs, inbound tourists, emotional reaction, post-purchase behaviour, Cape Coast

### INTRODUCTION

The hospitality and tourism industry offers a variety of services to create and sell travel experiences (Go & Kang, 2023). Tourism experiences are gained from the consumption of attractions, accommodation facilities, transport services, food services, entertainment, and souvenirs. Quality service delivery is key in connecting tourists and destinations through experience (Luo, Fan, & Shang, 2022; Taheri, Chalmers, Wilson, & Arshed, 2021).

These experiences are intangible and transitory which touches tourist's emotional needs. Future travel decisions in relation to destination and product are influenced by these experiences; therefore, souvenirs serve as a tangible reminder of intangible experiences (Wang, 2022). The current trend of souvenir shopping in modern society has become overly focused on materialism and consumption to the extent that, people are not just buying items for practical, everyday use nonetheless, also purchase souvenirs to remind them of their visits.

Therefore, people can be inspired to travel in the first place due to souvenir shopping which enriches the travel experience (Huang, Wang, & Yan, 2020; Amaro, Morgado Ferreira, & Henriques, 2020).

Tourism and shopping are inseparable activities for today's tourists. Shopping is one of the crucial aspects of tourism which influences travel (Cornell, Separa, & Torreón, 2022). Nonetheless, some tourists travel purposely for shopping (Lee, Hunter, & Chung, 2020) making shopping a very common tourist activity (Shoo, Mtui, Kimaro, Kinabo, Lendii, & Kideghesho, 2021; Rashid, 2020). Tourist shopping makes up a significant portion of travel expenses (Irfan, Ullah Razzaq, & Adebayo, 2023). According to Abdulsalam and Dahana (2022) and Jin and Sparks (2017), a third of tourists' total expenditure is on shopping. Parasakul (2020) also maintained that tourists' spending on souvenirs outweigh their spending on food and accommodation. Travelling experience cannot be complete without shopping activities (Sthapit, Björk, & Rasoolimanesh, 2024).

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According to researchers, a tourist destination that manages shopping experiences well can create a positive image and economic benefits (Ruiz, De la Cruz, & Vázquez, 2019). Souvenirs are used to express economic, social, and cultural values and they can transform local culture into desirable products for tourists. (Meitiana, Setiawan, Rohman, & Irawanto, 2019). Thus, distinctive souvenirs that are unique to a place can give the destination a competitive edge (Sthapit et al., 2024).

Souvenir is an important component of tourism which has generated a market for the handicrafts industry. The sale of souvenirs serves as a vital source of revenue for tourism communities especially those communities that solely depend on tourism for survival. This creates job openings in an economy (Shoo et al., 2021; Rashid, 2020) and can enhance the destination's image, sharing of experiences and patronizing and giving gifts to family and friends (Liu, & Li, 2021).

In Ghana, the concept of souvenirs revolves around art and crafts which are marketed as such. An enormous number of souvenirs can be purchased anywhere. Souvenir centres have sprung up across major attraction sites in the country like Manhyia Palace, Cape Coast Castle, Art Centre, Kwame Nkrumah Memorial Park, Mole National Park, Elmina Castle, and the craft market in Bolgatanga.

Cape Coast Metropolis is another hub of a variety of high-quality souvenir items in the country. Tourists can look forward to a wide range of exciting opportunities to explore indigenous handiworks, fabrics, ornaments, pieces of jewellery and antiques, including modern items. The area around the Cape Coast Castle houses many shops which specialise in souvenir products. Cape Coast metropolis is home to eclectic shopping outlets. The metropolis is a great place in Ghana to discover souvenirs, partly because tourists enjoy sightseeing, trying local cuisines and exploring the natural beauty of the area concurrently.

Seashells, jewellery, and batiks are popular examples of handcrafted souvenirs. These souvenirs seem to signify the emblem of Cape Coast. Artworks (pictures), pieces of jewellery, sea shells and some souvenirs from beads are also produced in Cape Coast.

Souvenirs are seen as additional ways to improve tourists' travel and shopping experiences. souvenirs are generally connected with travel and shopping experiences as take-home mementos of the trip (Harris & Magrizos, 2023). Souvenir shopping is a very popular travel activity, yet hardly stated in most tourism discussions (Jin, Moscardo, & Murphy, 2020). People including tourists like to have physical reminders of memorable times in their lives and to be reminded of those moments. Research on tourism in Ghana included souvenirs when measuring tourists' expenditure, choice and the reasons behind patronizing souvenirs without considering the perceptions and emotional reactions of tourists toward souvenirs (Azipagrah, 2022; Kugbonu, Mensah, & Nti, 2020). There have been studies that have looked at the relationship between souvenirs and tourism. Many of these studies on souvenir consumption behaviour only look at the knowledge (cognitive) aspect of attitude, though theoretical and empirical evidence shows that attitude is formed by the interaction between cognitive, affective and conative components (Zong, Liu & Gao, 2023; Wu, Zhang, Lu, Zhang, Zhang & Cai, 2022)

Research on tourism and souvenirs has been conducted in countries like the USA (Kuhn, 2020) China (He & Timothy, 2024; Yuan, Xie, Li & Shen, 2022), and Indonesia (Suhartanto, 2018), with little focus on Ghana. These and many other studies focused on evaluating the cognitive aspect of attitude by examining retailers' knowledge of tourists' souvenir purchase behaviour while visiting the area and perceived satisfaction of shopping. The concentration has been on one aspect of attitude (cognitive) neglecting the other components (affective



and conative). The study, therefore, seeks to examine international tourists' emotional reactions toward souvenirs and also analyze their post-purchase intentions of international tourists toward souvenirs in the Cape Coast Metropolis.

## LITERATURE REVIEW

### Theoretical Review

#### *Tri-Component Attitude Model*

The Fishbein and Ajzen (1975) Tri-component Attitude Model proposes that the attitude model consists of three major components when the attitude is formed: a cognitive component, an affective component and a conative component. These components are intertwined and if one changes, the other components might change or will be affected as well (Mucha, Vámosi & Toth, 2022).

The individual's opinions, understanding, and familiarity with the relevant items and their characteristics are reflected in the cognitive component of an attitude. The knowledge and information a person has about an object makes up the cognitive component. The knowledge and perceptions that a person has are those that they obtained from a blend of personal interaction with the attitude-object and information about it from diverse sources. Nguyen (2022) maintains that a person cannot have an attitude toward an object if it does not exist in the natural or social environment. Attitudes are oriented toward phenomena that are known to exist. The possibility of an attitude change is frequently determined by one's thoughts about certain things. According to Fishbein and Ajzen (1975), A person's emotional responses to a certain object or situation are represented by the affective component. These emotional feelings influence brand preferences. When people are asked to share their feelings regarding certain phenomena or objects, this is the aspect that is mostly used. The emotional components involve the person's feeling or affection (positive, neutral or negative) about an

object. Emotions arouse either approval or disapproval of an object. Varan (2020) recognizes that personality factors, motivations, and norms of society may all have an impact on these emotions.

The third component of the Tri-component Attitude model is conative. Conative recounts the person's intention or actual behavioural response toward a particular object. Conation according to Fishbein and Ajzen (1975) is interested in the tendency that a tourist will accept a specific action or behave in a particular way about an object (purchase or not purchase or choose an alternative object). This is the stage where the person makes a behavioural action. This is the outcome of the collaboration of a person's cognitive (beliefs) and affective components (the emotional strength of those beliefs) as they relate to the given object. The propensity to react in a particular way towards an object or activity is the behavioural component of an attitude. Customers are asked to offer an opinion about their tendency to use, purchase, or act in a particular way in the future. (Mehroliya, Alagarsamy, & Solaikuty, 2021). A sequence of choices regarding whether to purchase an item or refer other brands to friends would demonstrate an attitude's behavioural component.

This model has been criticized for the inconsistency of the behavioural component with the affective and cognitive components. Many researchers argue that the irregularity in a person's behaviour is the reason for the critique of the affective and cognitive components of the model. Again, research has found discrepancies between attitudes and behaviour. Majority of psychologists today hold that a person's attitudes and behaviour are not always consistent and may occasionally be unrelated or merely tangentially related. Although the affective, cognitive and behavioural components of an attitude have been defined unconnectedly, the tri-component model proposes that all three components



must exist before it can be said that an attitude is present.

### ***Concept of Souvenir***

Memories from tourists' travel experiences remain long after they return home. The origin of the word souvenir is Middle French, where souvenir means "to remember" Sthapit et al., 2024. It refers to items that bring back memories of persons, places, and occasions, bring back the past, and then act as a connection toward the past and to the "other," enabling tourists to swoop into daily life (Kugbonu et al., 2020). Over the years, several authors have defined souvenirs in different ways which revolve around the idea of remembrance and memory contextualized to suit the environment under study.

Some authors view a souvenir as any object that brings special memories to tourists. Thus, souvenirs can be tangible or intangible based on an individual's perception (Soukhathammavong, & Park, 2019). Some authors view tangibles that communicate the intangible experience from encounters rather than intangibles as souvenirs as such, their definitions reflect only the tangible aspects of a souvenir (Kugbonu et al., 2020; Gregorash, 2018).

Ali, Mohamed, & Alakhras, (2020) noted that souvenirs can refer to the political and social dynamics of the geographical area, the setting for the manufacture of the memento, authentication, and display of items on the side of the seller.

Souvenirs are sometimes disseminated as unbranded goods sold in stores using common names. In other circumstances, artefacts are traded because of the place or attraction. Tourist who patronizes a souvenir at attraction sites may have diverse drives for travel. Moreover, souvenir prices differ from least-priced antiques to fine art, clothing or jewellery (Masset, & Decrop, 2021).

Gordon (1986) developed the initial five categorizations of souvenirs as native products (food

and clothing), piece-of-the-rock (seashells and rocks), markers (T-shirts), symbolic shorthand such as a miniature of London Bridge, and pictorial image.

According to Amaro et al. (2020), the range of features that are common among sellers constitutes the souvenir product assortment. Kowalczyk, Siepmann & Adler (2021) argue that choices about product assortment are among the most crucial ones that retailers must make to support this notion. Additionally, shops must decide on the depth, breadth, and quality of the products they will carry. Customers' existing demands can be satisfied, preferences can be shaped, and purchases can be made depending on the selection and presentation Kowalczyk et al. (2021). The right selection of souvenir items can influence a visitor's decision to buy a souvenir, influence their choice of souvenirs, and ultimately satiate their desire to bring home a memento of their trip. The viability of the retail sector in tourist destinations is also crucial.

But, for this research, souvenirs shall be defined as objects available for tourists' consumption regardless of their symbolic implications that are reasonably sized and tourists can easily take back home.

### **Tourists' Emotional Reactions toward Souvenirs and the Destination Emotional Scale**

Consumer behaviour can be best understood without undermining emotions according to studies. Emotions are considered as occurrences of deep feelings related to a particular referent and stimulate definite response behaviours (Agyeiwaah, Adam, Dayour & Badu Baiden, 2021). Consumer reactions and experiences are best defined by emotions.

According to Yi, Yung & Hiang (2022) and Shtudiner, Klein, Zwilling & Kantor (2019), tourists' desire to buy tourism and leisure products is affected by their emotions. At the post-consumption stage, the emotional reactions of tourists influence souvenir



attachment, trust, commitment and loyalty (Santos, Ramos, Sousa, Almeida & Valeri, 2022).

Tourists' emotional responses are directly linked to their post-purchase behavioural intention to either commend, repurchase or review the products positively or negatively for others. Tourists with positive emotional responses towards souvenirs have positive repurchase intentions and word-of-mouth recommendations (Balakrishnan & Dwivedi, 2021; Suhartanto, Dean, Sosianika & Suhaeni, 2018) posit that tourists who dislike souvenirs purchased or have negative emotions have an unfavourable post-purchase intention (repurchase and recommendation). However, Zhou, Liu, Hu & Cao (2023) and Zong et al. (2023) found that the post-purchase behavioural intentions were indirectly influenced by pleasant emotions, and Suhartanto et al. (2018) reported no significant association between negative emotional reactions and repurchase intentions.

Studies like Zhou et al. (2023) and Suhartanto et al. (2018) found that tourists who had positive reactions were more inclined to suggest souvenirs to their loved ones. Zhou et al. (2023) and Afshardoost & Eshaghi (2020) also found that satisfied tourists were more likely to repurchase souvenirs.

The Destination Emotion Scale (DES) was created by Hosany and Gilbert (2010) to measure the variety and intensity of tourists' emotional responses toward a phenomenon. The DES is made up of three sizes (joy, love, and positive surprise). The DES is a positive emotional scale. Tourists seek gratifying and unforgettable experiences through the consumption of tourism products (Nugraha, Setyawati, Awaloedin & Tshania, 2024; Dixit, 2020). However, some studies have shown that some products have evoked negative emotions such as sadness, depression and empathy (Karagöz, & Uysal, 2022; Moon & Han, 2019)

This study adapted Hosany and Gilbert's (2010) conceptualization of tourists' emotional responses which takes into consideration both positive and negative affect dimensions that are beneficial in understanding tourists' emotional reactions towards souvenirs.

### **Post-Purchase Behaviour**

Consumers' expectations for the quality of goods and their real perceived pleasure after using products have an impact on post-purchasing behaviour (Phung & Tran, 2024). To put it differently, consumers' post-purchasing attitudes are highly influenced by the cross-interaction between products expected and actual performance. Consumer satisfaction has been linked to improved post-purchasing, higher purchase intentions, and brand loyalty. Unhappy customers, on the other hand, often exhibit behaviours like a negative public reputation, a low post-purchase, and low or no purchase intentions.

In a study conducted by Balakrishnan, & Dwivedi (2021) in Mashhad, the results indicated that international tourists will recommend souvenirs to family and friends, repurchase souvenirs any time they go back to the destination and also give great reviews about souvenirs. Jog, Gumparthi, & Jena (2024); Azmi, Zubir, Lahap, Hashim & Wahab (2022) also affirm that international tourists who like or are satisfied with souvenirs will recommend them to families and friends and repurchase them.

There is enough proof to suggest that satisfied patrons are more inclined to repeat the same decision and also to recommend to others through positive word of mouth. (Sofia, Pangaribuan, & Sitinjak, 2020; Wibowo, & Roostika, 2019). Zhou et al. (2023) found that satisfied tourists would purchase a souvenir again.

Previous studies have used three variables to operationalize post-purchase behavioural intentions



namely; willingness to recommend, a desire to return, and word-of-mouth (Balakrishnan & Dwivedi, 2021 & Leri, & Theodoridis, 2019). According to Wang and Li (2022); Ramkumar and Jin (2019), tourists' emotions have a direct influence on post-purchase intentions. Sofia, et al., 2020 and Suhartanto et al. (2018) confirm that there is a relationship between positive emotional reactions and willingness to recommend; positive word of mouth (Wang & Li, 2022); repurchase intention (Slack, Singh, & Sharma, 2020).

## DATA AND METHODS

### Study Area

The study was carried out in the Cape Coast Metropolis in Ghana's Central Region. Due to the numerous tourist attractions and services, the city is the "hub" for tourism in the region. (Richmond & Cornelius, 2021; Kumi, 2019). Central Region also has the most variety of attractions that draw most tourists to Ghana (Imbeah, Khademi-Vidra & Bujdoso, 2020). Osei, Mensah & Amenumey, 2018) and the metropolis is also a major commercial centre which connects to other major attractions of the region. This region is located on the coast of Ghana stretching about 168 kilometers along the Atlantic Ocean. It occupies a land area of about 9,826 square kilometres and shares boundaries with the Western, Greater, Ashanti and Eastern regions with a population of 1,593,823 (GSS, 2012). Cape Coast, sometimes known as Cabo Corso, is the capital of Ghana's Central Region and a fishing town. It is located 30 kilometres south of Kakum National Park near the Gulf of Guinea, south of Ghana.

The Cape Coast Centre for National Culture, the *Oguaa Fetu Afahye*, Cape Coast Castle, shrines of Asafo companies (*pusuban*), the annual Emancipation Day celebration, and the biennial PANAFEST festival are just a few of the city's attractions. According to the Ghana Tourism

Authority (GTA, 2018) visitor record, the major attraction in the Cape Coast Metropolis (Cape Coast Castle) and its adjoining attractions (Kakum National Park and Elmina Castle) attracted 271,930 tourists of which 65,285 were international and 206,645 domestic. However, Kakum National Park and Elmina Castle are adjoining attractions and any tourists who visit Cape Coast are likely to visit because of their popularity. In addition to these numbers are the unknown number of tourists who visit the annual Emancipation Day celebration, Cape Coast Centre for National Culture (CNC) and the *Oguaa Fetu Afahye* in the Metropolis. This large number of tourist arrivals in the Metropolis has resulted in the high demand for souvenirs in the Metropolis.

Tourism contributes to the socio-economic life of the people of Cape Coast (Boakye, 2022). The attractions in the Metropolis have attracted souvenir shops to market and sell their merchandise to tourists. This has employed a lot of locals in the Metropolis who either own or serve as shop assistants. Tourism has helped greatly to stimulate growth in the local economy.

### Research Design and Data

This study was also embedded in the quantitative approach because the researcher wanted to be isolated from the respondents. This study dealt with a large number of respondents and as such ensures representativeness and generalization of the research outcomes (Sarstedt, Bengart, Shaltoni & Lehmann, 2018). This provides information in an unbiased manner so that researchers can use the information derived to make scientific assumptions. The study employed a descriptive cross-sectional survey design for the study. According to Płaszewski, M., Krzepkowska, Grantham, Wroński, Makaruk & Trębska (2022), cross-sectional research design allows the researcher to study current beliefs, practices and attitudes at a given point in time.





Data was primarily collected with questionnaires from respondents was the source of data for this study. The questionnaire was distributed to international tourists to Cape Coast at the time of data collection to fill out.

### Target Population

Data was gathered from foreign tourists to the Cape Coast Metropolis between the period of January - March 2018. This segment is found suitable for the study because the arts and crafts in Ghana are alien to them and as such is likely to engender some emotional reaction from them. Information attained from the Ghana Museums and Monuments Board (GMMB), Cape Coast office indicated that international tourists' arrivals to Cape Coast Castle stood at 2,914 between October and December 2017.

### Sample size and Sampling Procedure

The size of the population being studied was unknown to the researcher, the sample size was calculated using the formula proposed by Fisher, Laing, Stoeckel and Townsend (1998) for unknown population size; therefore, the sample size was derived by computing the minimum sample size required for accuracy in estimating proportions by considering the standard normal deviation set at 95% confidence level (1.96), percentage of picking a choice or response (50% = 0.5) and the confidence interval (0.05).

The formula is:

$$n = \frac{z^2 pq}{d^2}$$

Where:-

$n$  = the desired sample size when the population is greater than 10,000 or unknown.

$z$  = the standard normal deviation, set at 1.96, which corresponds to 95% confidence level.

$p$  = the proportion in the target population estimated to have similar characteristics is equal to 50%

$$q = 1.0 - p$$

$d$  = the degree of accuracy desired, here set at 0.05 corresponding to the 1.96.

In substitution,

$$n = \frac{1.96^2(0.50)(1 - 0.50)}{(0.05)^2}$$

$$n = 384$$

To sample the respondents, convenience sampling was used because tourists are transient respondents, it is difficult to sample and keep track of them making this method the most appropriate alternative. The researcher visited various souvenir shops and attraction sites in the Cape Coast Metropolis and administered questionnaires to international tourists who had patronized souvenirs that were readily available.

### Research Instrument

A well-structured research instrument will produce accurate data from respondents over time (Cohen, Manion & Morrison, 2013). With the help of a five-point Likert scale, respondents were required to tick their level of agreement with some statements on their emotional reactions. These included statements "like I feel a sense of pleasure toward the souvenir(s)", "I love the design of the souvenir(s)" and "I feel inspired by the souvenir(s)". This was to ascertain the meaning tourists attach to souvenirs, how they felt about the souvenirs they had purchased and whether they liked it or not.

The decision to employ a questionnaire was because it was more effective, accessible to the respondents, and standardized in terms of question format (Buschle, Reiter, & Bethmann, 2022). It was deemed appropriate for the study since it made it possible to quickly acquire a significant amount of data from respondents. Because they are simple to answer and facilitate data processing for researchers, closed-ended questions were employed in the questionnaire (Nardi, 2018).



Pre-testing of the instrument was conducted in Elmina as it targeted international tourists who visited Elmina Castle Elmina Castle. This exercise was important because it aided the researcher in assessing the feasibility and reliability of the research instrument. Ambiguous, double-barrelled and the instrument's incorrectly written questions were found, and the appropriate modifications were made. The pre-testing also allowed the researcher to experience first-hand the difficulties that would inevitably arise during the actual fieldwork.

### **Statistical Analysis**

Data was edited and coded into Statistical Product and Service Solutions (SPSS) version 22 for analysis. Descriptive statistics and inferential statistics were used to analyse the data. To remove incomplete surveys, non-responses, and errors that might have compromised the validity of the findings, the field data was thoroughly edited. The data was then coded and entered into the SPSS software for analysis.

Descriptive statistics was employed and data was presented in the form of frequencies and percentages. Inferential statistical measures like the independent sample T-test and One-Way Analysis of Variance (ANOVA) were used to explore the variations in socio-demographic characteristics and their emotional reactions toward Ghanaian souvenirs.

### **Ethical Consideration**

Approval was obtained from the management of hospitality and tourism-related facilities to talk to their clients. Participants were not coerced to take part in the study and they were free to withdraw from the study at any point. Respondents' consent to participate in the study was sought before responding to the survey. Ample information regarding the study was supplied, which aided respondents in making their participation decisions.

Again, participants' anonymity was highly ensured. As a result, the identities of respondents were kept away from the study. Employing questionnaires ensured respondents' anonymity because identities and other identifiable data were not connected to the individual answers provided. The study conformed to confidentiality. The confidentiality of any information provided was assured to the respondents. They received assurance that the information would be used by the researcher only for the study and that people who were not related to this study would not have access to it for any other purpose or reason. Appropriate guidelines were put in place to preserve the rights of each and every participant.

## **RESULTS AND DISCUSSIONS**

Table 1 presents the socio-demographic characteristics of the respondents and gives a picture of their background. This study consisted of 64.3% females and 35.7% males. This shows that there were more females in the study than males. This result is in line with other studies in Ghana which also found that Ghana as a destination is mostly patronized by females (Agyeman & Antwi-Bosiako, 2022).

The educational level of respondents is one characteristic of the essential that influences inbound tourists' attitudes towards souvenirs (Allaberganov & Preko, 2022). More than half of the respondents (59.2%) had attained a university or college education, postgraduate education (22.5%) and High School qualification (18.3%). This infers that the population under study had received some level of formal education.

Marital status has the potential to influence tourists' attitudes toward souvenirs. The majority (78.8%) of the respondents were single while 21.2 percent were married. The majority of the responders were young between the ages of 18 and 30, which may have contributed to this outcome.





**Table 1: Socio-demographic Characteristics of Respondents (N=387)**

Characteristics	Frequency	Percentage (%)
<i>Sex</i>		
Male	138	35.7
Female	249	64.3
<i>Level of Education</i>		
High school	71	18.3
University/college	229	59.2
Post graduate	87	22.5
<i>Marital Status</i>		
Single	305	78.8
Married	82	21.2
<i>Age (years)</i>		
<21	77	19.9
21-30	197	50.9
31-40	69	17.8
41-50	23	5.9
>50	21	5.4
<i>Religion</i>		
Christian	202	52.2
Islam	8	2.1
Atheist	140	36.2
Hindu	10	2.6
Traditionalist	27	7.0
<i>Continent of origin</i>		
North America	122	31.5
Europe	236	61.0
Africa	6	1.6
Australia	23	5.9
<i>Occupational status</i>		
Employed	230	59.4
Unemployed	157	40.6
<i>Annual income (USD)</i>		
<20,000	143	41.1
20,000-39,999	92	26.4
40,000-59,999	44	12.6
60,000+	69	19.8

This conclusion could also be attributed to the availability of discretionary time as well as the fact that this group is less responsible for household tasks than married people.

Age is an essential variable that influences a person's desires, aspirations, perceptions, and attitudes toward various subjects (Gadzali, 2023). With specific reference to tourists' attitudes toward souvenirs, age is a key factor that influences a person's perception as mentioned. In terms of age distribution, it was found that the sample was mostly youthful with over half of the respondents (50.9%) falling within 21-30 years. The lowest percentage was 5.4 percent representing tourists who were above 50 years. This result supports the assertion that youthful tourists between 18 to 35 years dominate international tourists' arrival in Ghana (Agyeiwaah, Pratt, Iaquinto & Sunkul, 2023; Agyeman & Antwi-Bosiako, 2022).

Respondents who professed Christianity dominated the sample with 202 responses representing 52.2 percent. Atheists, traditionalists and Hindus constituted 36.2%, 7.0% and 2.6% respectively with Islam accounting for 2.1%.

In terms of continent of origin, a number of respondents (61.0%) were from Europe with Africans forming the least number of respondents (1.6%). This finding is consistent with the findings of Agyeiwaa et al. (2022) that foreign tourists' arrival in Ghana is dominated by Europeans. These figures are also consistent with the Ghana Tourism Authority's (2023) report on the country's yearly incoming visitor numbers. The statement expressed by Amelung, Martens, Rotmans, and Rothman (2021) that Africans rarely travel for tourism-related activities is supported by the fact that the African continent makes up the lowest percentage of the flow.

This study reveals that 59.4% of respondents were employed while the remaining 40.6% were unemployed. Tourists' level of income



influences their attitudes towards souvenirs. Less than half (41.1%) of the respondents earned less than US\$20,000. The lowest percentage was 19.8 representing those who earned above US\$60,000. It can be assumed that tourists who visited Ghana during the study period were economically viable and were likely to purchase more souvenirs.

The evidence from Table 2 suggests that Love and Positive surprise emotions mostly influenced international tourists' purchase intention (mean = 2.43 each) with the least emotion being Joy (mean = 2.20). A review of the responses from the individual items under the Love domain indicates that feeling warm-hearted toward souvenirs (mean = 2.48) was the most influential emotion. This was followed by loving the design of the souvenir (mean = 1.97). However, international tourists were neutral about feeling tender toward souvenirs purchased (mean = 2.52). This is similar to the works by Ahuvia, Izberk-Bilgin, and Lee (2022) and Junaid, Hou, Hussain, and

Kirman (2019) which stated that tourists develop a sense of love towards souvenirs.

In relation to the Positive Surprise, the most agreed upon emotion amongst the international tourists was feeling amazed (mean = 2.45), the next most agreed emotion was feeling inspired by souvenirs (mean = 2.40) and the least was feeling fascinated (mean = 2.38). Under the Joy construct, the most approved emotion was feeling delighted (mean = 2.24), followed by feeling cheerful (mean = 2.19). the least agreed emotion that influenced souvenir purchase was feeling pleased (mean = 2.18). This result is similar to the findings of Deng, Lu, Lin and Chen, (2021) that international tourists exhibit joyful emotions towards souvenirs. The implication of these findings could be attributed to the fact that most of the participants were first-time visitors and Ghanaian souvenirs could have been alien to them hence seeing them for the first time, tourists felt positive emotions (were delighted, loved the design and were amazed) towards the souvenirs they purchased.

**Table 2: Emotional Reactions of International Tourists towards Ghanaian Souvenirs (N= 387)**

Variables	A	N	D	M	Std. D	Cronbach alpha
<i>Joy (overall)</i>	71.6	22.2	6.2	2.20	0.80	0.92
The souvenir(s) arouse(s) a sense of pleasure in me	70.8	23.0	6.2	2.18	0.81	
The souvenir(s) make(s) me cheerful	71.3	22.2	6.5	2.19	0.83	
The souvenir(s) delight(s) me	68.0	24.5	7.5	2.24	0.84	
<i>Love (Overall)</i>	55.0	35.7	9.3	2.43	0.89	0.86
I love the design of the souvenir(s)	76.0	18.6	5.4	1.97	0.91	
I feel a sense of tenderness toward the souvenir(s)	47.5	41.1	11.4	2.52	0.93	
I feel warm-hearted toward the souvenir(s)	52.7	36.7	10.6	2.48	0.90	
<i>Positive surprise (Overall)</i>	57.4	30.2	12.4	2.43	0.91	0.91
The souvenir(s) fascinate(s) me	60.2	28.2	11.6	2.38	0.92	
The souvenir(s) inspire(s) me	58.7	28.2	13.2	2.40	0.93	
The souvenir(s) amaze(s) me	55.0	32.3	12.7	2.45	0.91	

Scale: 10-1.49 = strongly agree, 1.50-2.49 = agree, 2.50-3.49 = neutral, 3.50-4.49 = disagree, 4.50-5.0 = strongly disagree



### Post-Purchase Intentions towards Souvenirs

Evidence from Table 3 suggests that international tourists who purchased Ghanaian souvenirs during the study period had positive post-purchase intentions towards the souvenirs with a mean of  $M= 1.89$  representing 82% as against 18% of respondents having negative post-purchase intentions.

A review of the individual items under the

post-purchase intention specifies that international tourists will say positive things about souvenirs in Ghana to their families and friends (mean = 1.17), buy souvenirs in future when they revisit Ghana (mean = 1.95) and will recommend souvenirs in Ghana to their families and friends (mean = 1.92). This study confirms the work conducted by Balakrishnan, & Dwivedi, (2021) in Mashhad which indicated that

**Table 3: Post-Purchase Intentions towards Souvenirs found in Ghana (N= 387)**

Variables	L	U	M	Std. D	Cronbach alpha
<i>Post- purchase intentions (Overall)</i>	82.2	17.8	1.89	0.85	0.87
I will say positive things about Ghanaian souvenirs to my family and Friends	85.0	15.0	1.79	0.85	
I will buy Ghanaian souvenirs in future when I revisit Cape Coast.	77.3	22.7	1.95	0.90	
I will recommend Ghanaian souvenirs to my family and friends.	79.3	20.7	1.92	0.86	

Scale:1.0-1.49 = most likely, 1.50-2.49 = likely, 2.50-3.49 = unlikely, 3.50-4.0 = most unlikely.

L=Likely, U=Unlikely, M=Mean

international tourists will introduce souvenirs to their families and social networks, repurchase souvenirs anytime they visit again and also spread positive word of mouth about souvenirs to family and friends. Azmi et al., (2022) also posit that international tourists will recommend, say positive things (word of mouth) and repurchase souvenirs. With an overall score of 82 % positive behavioural intentions towards Ghanaian souvenirs, it can be assumed that the art and craft industry in Ghana is assured of a favourable post-purchase intention which is good for business and sustainable economic yields.

### Emotional Reactions and Post-Purchase Intentions

In this section, the relationship between emotional reactions and post-purchase behavioural intentions were explored. It has been established in the

literature that there is a significant relationship between positive emotional reactions and post-purchase behavioural intentions (Santos et al., 2022; Balakrishnan & Dwivedi, 2021). To verify this assertion, the Chi-Square Test of Independence was employed as shown in Table 4.

Evidence from Table 4 reveals that there is a statistically significant relationship between the joy emotions and post-purchase behavioural intentions towards Ghanaian souvenirs ( $\chi^2= 67.313$ ;  $P= 0.000$ ). The results further show that 89.5% of the respondents who agreed to have joyful emotions towards souvenirs had positive post-purchase behavioural intentions while 10.5% did not. Among the respondents who were uncertain, 74.4% had positive post-purchase behavioural intentions while 25.6% had negative post-purchase intentions. Again 25% of respondents who



disagreed to having joyful emotions were likely to recommend, say positive things and or repurchase souvenirs in future. This implies that as tourists express joyful emotions toward souvenirs, their post-purchase behavioural intentions in relation to

spreading positive word of mouth, recommending to families and friends and repurchasing in future will be positive.

Additionally, Table 4 suggests a significant relationship between love emotions and post-purchase

**Table 4: Relationship between Emotional Reactions and Post-Purchase Behavioural Intentions.**

Emotional reactions	Post-purchase behavioural intentions		$\chi^2$ Value	P-value (P $\leq$ 0.05)
	Likely (%)	Unlikely (%)		
<i>Joy (Overall)</i>	82.2	17.8	67.313	0.000**
Agree	89.5	10.5		
Neutral	74.4	25.6		
Disagree	25	75		
<i>Love (Overall)</i>	82.2	17.8	72.414	0.000**
Agree	88.3	11.7		
Neutral	86.2	13.8		
Disagree	30.6	69.4		
<i>Positive surprise (Overall)</i>	82.2	17.8	40.489	0.000**
Agree	88.7	11.3		
Neutral	82.9	17.1		
Disagree	50	50		

\*Significant difference exists at  $p\leq 0.05$ ; \*\* Significant difference exists at  $p\leq 0.01$

intentions towards souvenirs ( $\chi^2= 72.414$ ;  $P= 0.000$ ). The majority (88.3%) of respondents who agreed that they loved the souvenirs they purchased during the study period had positive post-purchase behavioural intentions. A little above 86% of those who were ambivalent about love emotions had positive post-purchase intentions while 13.8% had negative post-purchase behavioural intentions. Moreover, among respondents who disagreed to loving Ghanaian souvenirs, 30.6% had positive post-purchase behavioural intentions however, 69.4% had negative post-purchase intentions. This suggests that as tourists agree to have love emotions towards souvenirs, they will recommend, spread positive word of mouth to families and friends and repurchase souvenirs in future.

Regarding positive surprise emotions, Table 4 shows a significant relationship with post-purchase intentions towards Ghanaian souvenirs with

( $\chi^2= 40.489$ ;  $P= 0.000$ ). The results further indicate that 88.7% of respondents who agreed to have positive surprise emotions toward the souvenirs they purchased had positive post-purchase behavioural intentions like recommending to family and friends and saying good things about souvenirs but 11.3% had negative post-purchase intentions. It also shows that 82.9% of respondents, who were uncertain about having a positive surprise agreed that they would recommend, say positive things and repurchase Ghanaian souvenirs. Lastly, half (50%) of respondents who disagreed to having positive surprise emotions had positive post-purchase behavioural intentions. This is an indication that as tourists agree to have positive surprise emotions, they will recommend and spread positive word of mouth to families and friends and also repurchase anytime they revisit Ghana.

The result from Table 4 suggests that international tourists who had positive emotional



reactions (joy, love and positive surprise emotions) towards Ghanaian souvenirs were likely to say positive things about the souvenirs to families and friends, repurchase in future and recommend them to families and friends. This confirms the work of Zhou et al. (2023) which revealed a statistically significant association between joy, love and positive surprise emotions and post-purchase behavioural intentions. This finding is also consistent with the study by Azmi et al. (2022) and Suhartanto et al. (2018) that tourists who liked and had positive emotions towards souvenirs will recommend, say positive things (positive word of mouth) and repurchase. The findings from this study confirm previous studies that tourists with positive emotional reactions were more likely to recommend souvenirs to families and friends. Word of mouth is not only free, but it is the most resourceful form of marketing and promotion of souvenirs (Leri, & Theodoridis, 2019). Balakrishnan & Dwivedi (2021) and Zhou et al. (2023) also found that satisfied tourists were more likely to repurchase souvenirs.

Also based on the conceptual framework that underpinned this study coupled with other empirical findings, the variations of post-purchase intentions across the emotional international tourists were explored. The results buttressed the conceptual framework in the sense that significant differences were observed in post-purchase intentions across emotional reaction variables. Other studies submitted that tourists with positive emotions about souvenirs are likely to make the identical choice again and also bring in innovative business through positive word of mouth (Sofia et al., 2020; Suhartanto et al., 2018).

## **CONCLUSIONS, IMPLICATIONS AND RECOMMENDATIONS**

From the analysis presented above, it is concluded that international tourists had a favourable attitude towards souvenirs; they loved the souvenirs

and were joyful and pleasantly surprised by the souvenirs they purchased in Cape Coast, Ghana. Also, the decision to recommend, say positive things and repurchase Ghanaian souvenirs was found to be dependent on the tourist's emotional reactions towards them. Lastly, it could be deduced from the results of the study that international tourists will continue patronize souvenirs in Ghana and have positive post-purchase behavioural intentions towards them.

### **Theoretical Implications**

This research adds to knowledge and concepts on the attitude of tourists toward souvenirs at tourist destinations. There are inadequate studies on souvenirs in Ghana. This study also contributes to knowledge on the inbound tourists' source of information about souvenirs, their feelings towards souvenirs and the repurchase intention of tourists at destinations. Because not much work has been done on souvenirs in Ghana, this study might be used as a foundation for other scholars to build upon and as a resource for future researchers. The attitude of international tourists towards souvenirs at destinations.

### **Practical Implications**

The findings of this research are projected to offer valuable insights to tourism practitioners, government, and academic researchers concerning decision-making in tourism and the marketing of cultural products (souvenirs) produced at the destination. This has become practically important given the tangible nature of souvenirs and the travel restrictions introduced as a result of the emergence of COVID-19.

Also, it has valuable information for producers of souvenirs (artisans) to modify their work to include features that would meet tourists' needs and specifications that would influence their spending on



souvenirs whilst considering its safety and ease of traveling with, during this pandemic era. The information would also guide producers to tailor products to suit tourists' desires to enhance satisfaction and help predict tourists' future course of action concerning the repurchase of souvenirs at destinations.

Lastly, this study provides information that would enhance vendors' and management's understanding of tourists' souvenir consumption behaviour which would guide in market segmentation. Tourists can be segmented based on their preference for souvenirs, motives and factors that attract them to purchase souvenirs. Tourists would be well served when they are segmented as their needs can be recognized and well met. This may influence how a product is best positioned and how producers can encourage increased consumption by understanding the "how and why" of demand for souvenirs.

### **Recommendations**

It is recommended that there should be a collaboration between the Ghana Tourism Authority (GTA), the local artisans and shop owners to advertise local souvenirs to the outside world via GTA's website, Facebook and other social media platforms to help promote local souvenirs, which will give potential tourists information about local souvenirs and what to expect in Ghana.

It is important that the GTA in partnership with the Centre for National Culture (CNC) should educate locals in Ghana, such as souvenir vendors and tour guides on the symbolic and cultural meanings of souvenirs. The training will help in providing the right information on souvenirs and enable tourists to better appreciate the souvenirs they purchase and or intend to buy.

Producers, retailers and vendors should have adequate knowledge on the emotional reactions of tourists toward the souvenirs they sell. This can be

done by engaging more with tourists to understand how they feel about the souvenirs they buy. This will in the long run enable artisans and vendors to produce and sell souvenirs that meet tourists' emotional needs.

Producers of souvenirs (artisans) should be creative and innovative to produce a wide range of diverse souvenirs without compromising on authenticity and quality. Organizations like the Centre for National Culture (CNC) and Aid to Artisans, Ghana should periodically organize workshops and on-the-job training for local artisan to enhance their skills. GTA in collaboration with local artisans should consult traditional leaders like chiefs to help revive and indoctrinate extinct designs in the production of souvenirs. These designs will best depict Ghanaian culture and values.

Producers should endorse their products (souvenirs) as a prove of a brand or an original product not compromising on the packaging. Packaging these souvenirs to meet international standard makes them more appealing to these tourists hence marginal income to these artisans.

### **Limitations and Direction for Future Research**

Future research at the destination could focus on a section of international tourists like the backpackers relatively to concentrating on conventional international tourists or inclusion of domestic tourists would not limit the universality of results. As such future studies may consider the perspective of local tourists. A comparative study on both domestic and foreign tourists could be used to draw comparisons between this segment and the domestic tourists in order to further the literature.

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